

Task repartition between headquarter and subsidiary during new product launching (NPL) derisions: subsidiary consumer goods context

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=91089&lokasi=lokal>

Abstrak

Subsidiaries' new product launching (NPL) in a local market is believed as a source of competitive advantage in MNC operation. However, we still lack many researches to understand how the mechanism of NPL Is happened within subsidiaries' operation. Considering that NPL consist of strategic and tactical decisions, thus it become important to define the task between managers in headquarters and in subsidiaries during NPL process. Overlapping their tasks can create conflict, in one side, and ambiguity, in another side, during NPL in the local market. I argue conceptually that managers in headquarter should define strategic decisions to harmonize and to synchronize to global strategy construction. In contrast, because of subsidiaries whom know very well local environment characteristics, thus tactical decisions should be decided by managers in subsidiaries.